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Atty. Dkt. No. 057234-0101

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Michael William URBANSKI et al.
Title: METHOD, SYSTEM, AND SOFTWARE FOR
GEOGRAPHICALLY FOCUSED NETWORK ADVERTISING
Appl. No.: 09/714,665
Filing Date: 11/17/2000
Examiner: Donald Champagne
Art Unit: 3622
Conf. No. 4398

AMENDMENT AND REPLY UNDER 37 C.F.R. § 1.116

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action mailed January 25, 2008, concerning the above-referenced patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks/Arguments begin on page 9 of this document.

Please amend the application as follows: